

Have You Talked With Mrs. Richardson

About the Kind of Corset Best Suited to Your Figure?

Mrs. Richardson is an authority on scientific corsetry; she comes to us direct from the Nemo Hygienic Fashion Institute, New York, for the purpose of advising and assisting you in the selection of your corsets. We invite all women, especially those who are inclined to be stout and desire to reduce, to consult with her. There is no charge. (Corset Department, Third Floor.)



Pound Box Chocolate Cherries 59c

Fresh and Delicious. Regular \$1.00 Value. Get a Box!

Chocolate covered cherries; one full pound, put up in attractive box; a regular \$1.00 value; on sale Saturday only at 59c per box.

NOVELTY WEAVER STATIONERY; all wanted tints and white; with neat silver edge; regular \$1.25 box, neatly ribbon tied; on sale special, \$1.00 per box. MOIRE STATIONERY; beautiful linen finish, with pretty gold edge; neatly ribbon tied, nicely boxed; regular \$1.50 value on sale Saturday at \$1.10.

We've Never Had So Many Attractive Dresses

For Misses and Juniors As We Are Now Displaying. Scores of Styles for Everyday, Dress and Confirmation Wear

The Beaded Bag You've Longed For

\$35.00 to \$45.00 Values on Sale Saturday \$22.50



A Sale that will be acclaimed with delight by all who have longed for a Beaded Bag, but who have felt that the price was prohibitive. Here's your chance to get a rare bargain. Every piece in the collection is truly a work of art—strictly hand made, of finest seed beads, in artistic designs and brilliant colorings—no two alike; shell, metal, and beaded frames; bags worth \$35.00, \$40.00, and \$45.00, in this sale at \$22.50.

\$10.00 Silk Bags \$7.50

New Vanity Cases \$5.98

Remarkable Saturday sale of silk bags—newest shapes and styles, made of shimmering moire and faille silk; choice of about fifteen different styles, black, navy, taupe, and brown; regular \$10.00 bags, on sale at \$7.50.

A special line of Vanity Cases at \$5.98. Choice of several of the seasons newest ideas in shapes, made of good leathers in assorted colors; each with several fittings; truly wonderful values at \$5.98.

Special Purchase and Sale

\$10 Sun - and - Rain Umbrellas at \$7.50

A most opportune purchase—beautiful new "Sun-and-Rain" umbrellas just at the time when you will want them most and we have no doubt but that the entire line will be closed out in a very short time.

The most beautiful colorings are shown in the prettiest silks. Blacks, navy, green, purple, etc., club ends, loop and ring handles; the umbrellas sold regularly at \$10.00, in this sale at \$7.50.

Leather Belts

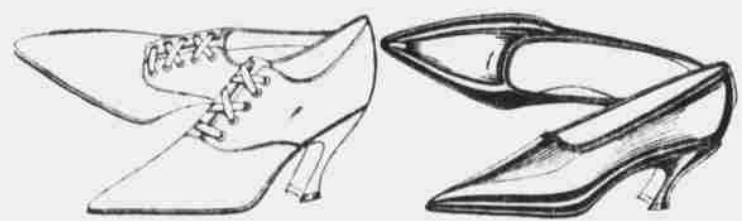
WONDERFUL ASSORTMENT OF LEATHER BELTS in popular one-half, three-fourths, and one-inch widths; plain and novelty leathers in white, black, and colors; very special at 25c and 50c each.

Marabou Stoles

MARABOU NECKPIECES in a special sale; shown in natural, brown, and black, with or without tails; extra quality marabou; \$8.50 to \$30.00.

Smart Footwear for Women and Misses

A remarkable display of women's footwear, in the new season's most charming modes, at moderate prices that lend the finishing touch to this interesting exposition.



Extremely Smart Oxfords

We show them in many grades of leathers and all wanted fabrics; patent leather Baby Louis heel pumps at \$12.20 per pair; dull kid Baby Louis heel pumps at \$12.20 per pair; white kid Baby Louis heel pumps at \$12.75 per pair; white linen Baby Louis heel pumps at \$7.00 per pair.

Baby Louis Heel Pumps

Dressy Oxfords, of patent leather or full kid with turn soles, high arch, and high covered Louis heels; all sizes and widths; \$12.75 per pair. Same style in white kid at \$13.30 per pair; white linen at \$8.00 per pair.

Dainty, Airy, Wonderfully Becoming New Spring Frocks For YOUR Young Daughter

Distinctive Styles and Unusual Values at \$5.98 to \$19.75

Decidedly charming are these beautiful frocks, designed especially for the junior miss—frilly frocks of crisp voiles, with ruffles and fly-away sashes for trimmings—smart gingham dresses in novelty plaids, checks, stripes and pretty plain colorings; there are smart models that are most unusual, featuring all the newest spring ideas; priced at \$5.98 to \$19.75.

Stylish Wash Dresses

of Voiles, Linens, Poplins, Chambrays, Etc.

Spring and summer frocks in delightful array—crisp, pretty dresses of voiles, linens, poplins, chambray, and ginghams—such a variety of charming styles that we can't begin to tell of them! But there's everything smart and new in sleeve fashions, in sashes, and skirts with pretty touches of hand embroidery and bits of contrasting colors; sizes 6 to 14 years; \$3.98 to \$19.75.

(Girls' and Junior's Department, Third Floor.)



Pretty Gingham Frocks

Sizes 6 to 14 Years—\$1.98 and \$2.98

Serviceable gingham frocks that will be good throughout the entire summer; attractively fashioned in quaint little empire effects and dozens of other styles just as good; materials are of the better grade of Zephyr ginghams in bright plaids, checks, stripes, and plain colors; sizes 6 to 14 years; \$1.98 and \$2.98 each.

(Third Floor.)

Gowns and Chemise

Priced to Save You Real Money

WOMEN'S GOWNS, well made of fine white and flesh nainsook, batistes and crepes; short sleeves and sleeveless styles; lace and embroidery trimmed; regular \$2.00 values on sale at \$1.50.

TEDDY BEARS in attractive styles, of batiste and nainsook in white and flesh, trimmed in lace and embroidery; all sizes for women and misses; regular \$1.50 and \$2.00 values on sale at \$1.25.

(Third Floor.)

Victrolas and Victor Records

The Kind You Have Been Waiting For

We have just received a big shipment of Victrolas in the sizes and styles in popular demand, some of which we have been out of for some time. We now have a complete assortment of the \$25, \$35, \$50, \$75, \$125, \$150 and \$225 machines in Mahogany or Oak.

This is your chance to get the Victrola you have been waiting for. Get it tomorrow. Terms arranged to suit.



Complete List of the New Victor Records for April

- 18651—Venetian Moon—Fox Trot—All-Star Trio
85c—Swanee—One Step—All-Star Trio
18654—Bo-La-Bo—Fox Trot—Paul Biese and His Novelty Orchestra
85c—Harem Life—Fox Trot—Paul Biese and His Novelty Orchestra
18653—Buddha—Peerless Quartet
85c—Let Me Dream—Sterling Trio
18652—I'll See You in C-U-B-A—Billy Murray
85c—That's Worth While Waiting For—Billy Murray
18650—In Your Arms—Medley Fox Trot—Selvin's Novelty Orchestra
85c—That Naughty Waltz—Jos. C. Smith's Orchestra
18615—Mammy O'Mine—Medley One Step—Jos. C. Smith's Orchestra
85c—Waiting—Medley Fox Trot—Jos. C. Smith's Orchestra
18647—Mystery—Medley Fox Trot—Paul Biese and His Novelty Orchestra
85c—On—Medley Fox Trot—Paul Biese and His Novelty Orchestra
18646—Carolina Sunshine—Waltz—Jos. C. Smith's Orchestra
85c—Apple Blossoms—Medley One Step—Jos. C. Smith's Orchestra
18643—Where the Lanterns Glow—Medley Fox Trot—Van Epps Trio
85c—Taxi—One Step—Jos. C. Smith's Orchestra
18636—Behind Your Silken Veil—Medley Fox Trot—Yerkes Jazzarimba Orchestra
85c—Roses at Twilight—Medley Waltz—Yerkes Jazzarimba Orchestra
18641—Canary—Medley Fox Trot—Jos. C. Smith's Orchestra
85c—The Royal Vagabond—Medley Fox Trot—Jos. C. Smith's Orchestra
18625—My Baby's Arms—Medley Fox Trot—Pietro
85c—And He'd Say—Old La-La—Wee Wee—One Step—Pietro
18614—Mandy—Medley Fox Trot—Selvin's Novelty Orchestra
85c—Novelty One Step—Selvin's Novelty Orchestra
45174—A Southern Lullaby—Elsie Baker
\$1.00—Sweet and Low—Elsie Baker
64818—The First Rose of Summer—John McCormack—\$1.00
64818—Les Ojos Negros—Renato Zanello—\$1.00
64823—Love, Here Is My Heart—John McCormack—\$1.00
64856—Minuet—Jascha Heifetz—\$1.00
64857—Gypsy Serenade—Fritz Kreisler—\$1.00
64858—If You Could Care—Frances Alda—\$1.00
64859—Your Eyes Have Told Me So—John McCormack—\$1.00
67556—Zaza Li Zaza—Geraldine Farrar—De Luca—\$1.50
74510—Herodias—Vision Fugitive—Reinold Wernemuth—\$1.50
74511—Quartet in F Major—Plonzeley Quartet—\$1.50

You'll Be Charmed By the Variety and Exquisite Quality of Our

Glove Silk Underwear

and Delighted at the Splendid Values

- WOMEN'S GLOVE SILK BLOOMERS, made of extra quality glove silk; plain tailored effects; also fancy trimmed styles; \$4.00 to \$10.00 per pair.
- WOMEN'S GLOVE SILK VESTS in bodice and elastic vest top effects; plain and trimmed models; \$3.50 to \$7.00 each.
- WOMEN'S GLOVE SILK TEDDY BEARS in lace trimmed bodice styles, also plain tailored effects; our regular \$8.00 and \$9.50 teddies on sale Saturday only at \$5.29.

"POLYANNA" ATHLETIC UNION SUITS, made of good quality cotton mull in white and pink, priced at \$1.75, \$2.50, \$3.50, and \$4.00 per suit.

Women's 16-Button Silk Gloves

Unusual Quality at \$2.00 a Pair

16-button length silk gloves, with double tipped fingers; fancy stitched backs; white, black, and color; \$2.00 per pair.

WOMEN'S WASHABLE SLIDE LACE GLOVES in white and natural shades; \$1.25 per pair.

WOMEN'S WASHABLE SLIDE LACE GLOVES in white only; 75c per pair.

Nowhere Else Will You Find Such Values in

Handkerchiefs

For Men and Women

WOMEN'S BOWN HANDKERCHIEFS with white or colored embroidered corners; each 10c.

WOMEN'S PURE LINEN HANDKERCHIEFS in very attractive sports designs; regular 50c values at each 30c.

MEN'S PURE LINEN HANDKERCHIEFS of very fine quality, with neat hemstitched hems; 20 values, each 65c.

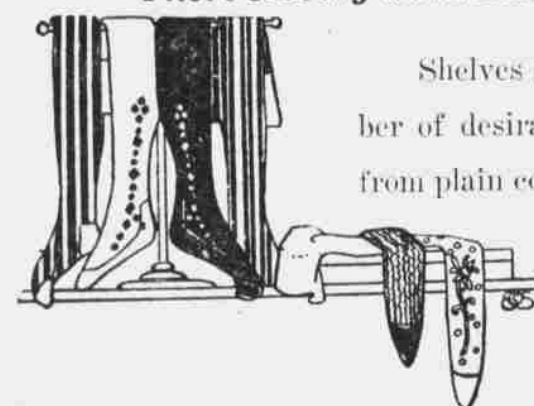
MEN'S IRISH MULL HANDKERCHIEFS with hand printed borders; special values at 35c.

WOMEN'S SWISS MADEIRA HANDKERCHIEFS with scalloped edges and embroidered corners; gray and white; each 25c.

MEN'S SPORT LINE HANDKERCHIEFS in a full range of solid colors and fancy border effects; regular \$1.25 values; each \$1.00.

You'll Save Money By Taking Advantage of This Sale of Silk Hosiery

There's Every Good Kind Here in Every Wanted Style



Shelves upon shelves of hosiery are here in a number of desirable grades. No matter which you prefer from plain cotton to the latest lace hose, you may choose here with assurance that our values take second place to none, and that our hosiery will give maximum wear.

Full Fashioned Hose

\$2.50 Values for \$2.00

Women's full fashioned silk hose, with lisle garter top, double heels and toes; white, black, and color; a good \$2.50 value, on sale at \$2.00 per pair.

WOMEN'S FULL FASHIONED AND NEW FASHIONED SILK HOSE in fancy clock effects; all the latest clocking effects; double heels and toes; white and black; \$2.50 to \$4.50 per pair.

WOMEN'S LACE FRONT SILK HOSE; full fashioned with lisle garter tops, double heels and toes; black only; regular \$6.00 hose on sale at \$4.98 per pair.

WOMEN'S NEW FASHIONED SILK HOSE in fancy lace effects; black, white, and brown; lisle garter tops, double heels and toes; \$2.25 per pair.

Phoenix Silk Hose

\$1.80, \$2.10 and \$2.50 a Pair

"Phoenix" silk hose—the kind that women know they can depend on; made of best materials, with double lisle garter tops, double heels and toes; \$1.80, \$2.10, and \$2.50 per pair.

WOMEN'S HOSETTES—the latest creation in women's hosiery; black and brown; \$2.50 per pair.

CHILDREN'S FANCY SOCKS in a large range of fancy top effects, also plain styles; all pretty colorings; 50c, 75c, 80c, and \$1.00 per pair.

CHILDREN'S SCHOOL HOSE; 1x1 rib; extra heavy reinforced heels and toes; 50c per pair or 3 pairs for \$1.15.

Ribbons and Ribbon Novelties

Infinite variety characterizes our showing of ribbons—all the latest creations of domestic and foreign designers; every imaginable pattern, and design in exquisite colorings that suggest the beauty of summer; prices are very sensible.

BROCADE SASH RIBBON in white and dainty pastel colorings; 6 inches wide; \$1.15 per yard.

5-INCH RIBBON to match the above for making hair bows; 85c per yard.

"DEARIE DOLLIE" HAIR BOWS, in all the newest and most beautiful colored ribbons; nothing more beautiful at 89c to \$3.00 each.

A WONDERFUL ASSORTMENT OF NEW BAG TOPS for making ribbon bags; we have these in shell, metal, and ivory; \$1.25 to \$15.00 each.

6-INCH MOIRE TAFETA RIBBON; a good quality, worth 75c per yard, on sale Saturday only at 60c per yard.

WE GIVE FREE INSTRUCTIONS in the making of Ribbon Bags.

There's "Action" in These Boys' Suits

The Swing and Style of Clever Tailoring Plus Fine Materials

— and They Cost No More Than the Other Kind



Here are the best suits ever made for boys; designed as smartly as "big brother's" and tailored as well as dad's, and they are clothes YOUR boy will be proud to possess; they are smart in appearance and made of wear-resisting, service-giving heather mixtures, in grays, greens and tans; coats half lined; sizes for boys of 6 to 18 years; priced at \$15.00, \$20.00 and \$25.00.

(Goldsmith's Boys' Shop, Second Floor.)

Blue Serge Suits

for Confirmation Wear—and SERVICE

Serge suits, the suits of economy—they are just as suitable for street as for dress wear. Our showing of these suits includes only models with an air of individuality, and are sure to find favor among the boys and their parents; coats are full Alpaca lined; all sizes for boys; \$15.00, \$20.00, and \$25.00.

Official Boy Scout Outfitters

Little Boys' Spring Reefers

New spring reefers for the little boys; made of sturdy materials in full-belted and waist-line effects; newest ideas in skeleton lined coats; cunning little styles for little chaps of 2 to 8 years; \$15.00, \$20.00, and \$25.00.

(Goldsmith's Boys' Shop—Second Floor.)

Boys' Straw Hats—Ready

Smartest styles in straw hats for boys; good makes and splendid materials; natural, brown and black; get your boy one Saturday at \$2.00 to \$3.00.

BOYS' SILK CAPS, in attractive black and white and gray plaid effects, with leather inbands; all sizes; \$1.50.

BOYS' WHITE SHIRTS, made of white poplin in newest effects, with long point button-down collars; just the thing for real dress-up wear; regular \$6.00 values for \$3.75.